

# Jefferyi Magtubo

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<https://jefferyismarketingsite.netlify.app/>

## EDUCATION

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### University of Houston

BS, Media Production

Houston, TX

- Jack J. Valenti School of Communication. Minor in Marketing. 3.9 GPA. Received the Academic Excellence Scholarship.
- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.

## Experience

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### Focumon

July 2024 – Present

Marketing Manager

Remote

- A productivity app inspired by the Pokémon franchise where users can collect 100+ monsters as they stay focused.
- Handled marketing efforts, expanding our user base to 10,000 users in 2 months with a limited budget.
- Managed social media presence, including creating posts and reels for Instagram, averaging a 15% engagement rate.
- Authored blog posts with optimized keywords to expand audience reach, averaging a 4% click-through rate.
- Executed targeted paid advertising campaigns on Instagram and Facebook, seeing a 3% click-through rate.
- Collaborated with influencers to enhance brand awareness and attract new customers.
- Regularly engaged with users, responding to questions and inquiries.

### Mind4Youth

June 2024 – July 2024

Marketing Intern

Remote

- Developed and executed marketing campaigns and engaging content for social media, email, and advertising using Canva.
- Conducted market research to identify target audiences and growth opportunities.
- Designed and produced social media posts, flyers, brochures, and presentations to promote mental health awareness.

### Extern

May 2024 – June 2024

Mobalytics Market Research Extern

Remote

- Analyzed player base and game genre landscape to identify potential market expansion opportunities.
- Developed player personas by studying player psychology, providing strategic insights into a specific genre of videogame.
- Created intuitive and concise slide decks to effectively present findings and recommendations.

## Leadership and Professional Development

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### University of Houston Pre-Optometry Society - Officer/Webmaster

- Collaborated with fellow officers to plan and manage events, ensuring their successful execution.
- Provided assistance and guidance to members, fostering engagement and support within the organization.

### Psi Chi and Psychology Club (University of Houston Chapter) - Historian Chair

- Managed social media profiles (Facebook and Instagram) for events, enhancing engagement rates.
- Created visually appealing posts using Canva, resulting in increased user interaction.
- Collaborated with club officers to ensure seamless event execution.

## Certifications

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### Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Completed comprehensive video courses covering digital marketing, content marketing, SEO fundamentals, blog marketing, video marketing, SEO, keyword research, link building, reporting, and social media strategy.

## SKILLS

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Digital marketing, Content Marketing, SEO, Blog Marketing, Video Marketing, Social Media, Instagram, Google Analytics, Microsoft Suite, Word, Excel, Powerpoint, Canva, Adobe Premiere, Adobe Photoshop, Web Development, WordPress, HTML, CSS, JavaScript, React